

# REPORT

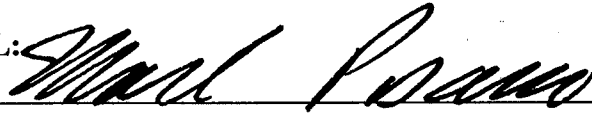
**DATE:** February 3, 2005

**TO:** Administration Committee  
Regional Council

**FROM:** Philbert Wong  
Assistant Regional Planner  
213-236-1883  
[wongp@scag.ca.gov](mailto:wongp@scag.ca.gov)

**SUBJECT:** Sponsorship request for Distribution Management Association (DMA) dinner event

**EXECUTIVE DIRECTOR'S APPROVAL:**



**RECOMMENDED ACTION:**

Approve

**SUMMARY:**

Staff is requesting a \$350 table sponsorship to the Distribution Management Association (DMA) dinner event that will be held on Tuesday, February 8, 2005 at the Ontario Convention Center. Table sponsorship includes 10 tickets to the dinner event, table signage, and a listing in the event program. DMA is a private sector industry association that represents distributors and other firms involved in logistics and freight movement.

**BACKGROUND:**

At this event, Dr. John Husing will be presenting 'Logistics and Distribution: An Answer to Regional Upward Social Mobility' which is a report commissioned by SCAG that identifies the potential of the logistics industry to be a key driver of employment in the region. Because Dr. Husing will be presenting a report commissioned by and produced for SCAG, it is important for SCAG to be present at this event. Furthermore, other public agencies, including the San Bernardino Associated Governments, Los Angeles World Airports, and the Port of Long Beach, have committed to sponsor this event. Other organizations that will be sponsoring this event include the California Trucking Association and Burlington Northern Santa Fe railway.

**FISCAL IMPACT:**

Approval of this request will result in a \$350 expenditure of SCAG General Funds.

DOCS #106775

General Fund  
RC Special Projects Line Item Budget  
February 3, 2005

RC Special Projects	\$49,000
Transfer Funds to Travel for China Trip	(\$4,000)
Transfer Funds to RC General Assembly	(\$5,000)
Transfer Funds from Line of Credit Interest Costs	\$9,200
Return Funds from China Trip (Paid by FRA)	\$4,000
Remaining Budget	\$53,200
Co-Sponsorship of UCLA's Extension Public Policy Program 2004 Arrowhead Symposium	(\$8,000)
Co-Sponsorship of Rail-Volution Conference	(\$5,000)
Co-Sponsorship of So. California's Leadership Class XV Tuition, Luncheon, & Graduation	(\$12,500)
Sponsorship of 3 <sup>rd</sup> Annual Inland Empire Transportation & Logistics Summit	(\$500)
Legislative Drafting (Approved June 2004)	(\$7,000)
Tribal Summit	(\$200)
Peer Review Program (January – June 2005)	(\$2,500)
Sponsorship Clean Cities Conference & Expo	(\$2,500)
Production Costs for New Members Benefits Brochure	(\$3,500)
Sponsorship of 2005 California Federal Delegation Reception	(\$5,500)
January/ February China Trip	(\$3,000)
Logistics and Distribution Sponsorship	(\$350)
Printing for Consensus Program Document	(\$1,500)
Balance as of December 2, 2004	\$1,150

**The Distribution Management Association in Partnership with  
SCAG, SANBAG, IEEP, CLM, LAWA, NAIOP & others invite you to:**

***“Logistics & Distribution: An Answer to Regional Upward Social Mobility?”***

**Presented by Dr. John Husing: Principal- Economics & Politics, Inc.**

DATE: February 8, 2005  
TIME: 5:30 p.m. - 8:30 p.m.  
WHERE: Ontario Convention Center Ballroom



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### ***SPONSOR INFORMATION***

#### ***This Program and Presentation:***

- *Outlines regional declines in job quality, per capita rankings and competitive cost advantages*
- *Documents the region's recent loss of jobs in the manufacturing sector*
- *Identifies the tremendous growth potential for Logistics & Distribution in Southern California*
- *Highlights how the Logistics industry will be a source of job advancement*
- *Addresses the growing issue of less-educated workers, the job ladder, OJT and experience*
- *Describes the challenges facing the region in providing the necessary infrastructure*
- *Envisions regional strategies that will help ensure the expected growth in Logistics can occur*

### ***ANTICIPATED ATTENDANCE***

***In February 2003, DMA lead a collation of industry partners that produced a successful event focusing on Radio Frequency Identification Technology (RFID) resulting in attendance in excess of 400 people. DMA has also been a key partner in coordinating each of the three “Inland Empire Transportation & Logistics Summit’s” which resulted in attendance of up to 600 business and industry leaders.***

***This event will take industry and regional collaboration to a new level. Program partners include an array of industry associations, regional governments, economic development concerns, policy makers, Federal Government entities and numerous Colleges & Universities. In attendance will be up to 600 logistics professionals, business leaders, students and policy makers from throughout the region and greater Southern California.***

***Event Partners include:***

**Partners/Supporters/Sponsors as of 1-7-2005**

### Member Associations

- Distribution Management Association (DMA)
- Council of Logistics Management (CLM)
- Warehouse Education & Research Council (WERC)
- California Trucking Association (CTA)
- Pacific Merchants Shipping Association (PMSA)
- National Association of Industrial & Office Properties (NAIOP)
- Material Handling Management Society (MHMS)

### Regional Government

- Southern California Association of Governments (SCAG)
- San Bernardino Associated Governments (SANBAG)
- Inland Empire Economic Partnership (IEEP)
- City of Riverside Economic Development Department
- SB County Economic Development & Public Services Group
- City of Ontario Economic Development Department
- Rancho Cucamonga Redevelopment

### Federal Government

- U.S. Department of Commerce- U.S. Commercial Services
- U.S. Department of Transportation
- Federal Motor Carriers Safety Administration

### Education

- Valley College
- CSUSB Inland Empire Center for Entrepreneurship
- University of California Riverside
- Riverside Community College
- Center for International Trade Development
- Cal State Polytechnic University, Pomona
- Chaffey College

### Others

- **Los Angeles World Airports (LAWA)**
- **Port of Long Beach (POLB)**
- **Burlington Northern Santa Fe (BNSF)**
- Global Economic & Workforce Development



## ***SPONSORSHIP LEVELS, BENEFITS, AND AVAILABILITY***

### ***Audio Visual Sponsor - \$2,500***

**Your company's representative will introduce the keynote, Dr. John Husing**  
**Receive 10 Tickets and reserved VIP table with signage for your organization and guests**  
**Listing in the front page of the event program**  
**Appropriate recognition at the beginning, mid point, and end of the event**  
**Front stage display of your banner at the event**  
**Optional 3'x8' display table or your display booth**

### ***Dinner Sponsor - \$2,000***

**Your company's representative will introduce the opening speaker, Paul Hiller**  
**Receive 10 Tickets and reserved VIP table with signage for your organization and guests**  
**Listing in the front page of the event program**  
**Appropriate recognition at the beginning, mid point, and end of the event**  
**Front stage display of your banner at the event**  
**Optional 3'x8' display table or your display booth**

### ***Major Event Sponsors - \$1,000***

**Receive 10 Tickets and reserved VIP table with signage for your organization and guests**  
**Listing in the event program**  
**Appropriate recognition during the event**  
**Prominent display of your banner at the event**  
**Optional 3'x6' display table or your display booth**

### ***Scholarship Sponsors - \$500***

**Receive 2 tickets + 8 tickets will be donated to logistics students.**  
**Scholarship / Student table signage for your company or organization**  
**Listing in the event program**  
**Display of your banner at the event**

### ***Table Sponsors - \$350***

**Receive 10 tickets**  
**Table signage for your company or organization**  
**Listing in the event program**

## ***HOW DO I BECOME A SPONSOR?***

***Please contact Steve Harrington, Chairman- Distribution Management Association at  
1-800- 873-3074 x230. Thank you for your consideration.***